

Welcome!



# *Institute for Community Health Program Planning (iCHPP)*



Developed by the PLANET MassCONNECT Team.

Funded by NCI (Grant # 5 R01 CA132651). 2012

# Bell Bajao

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break  
through

BELL BAJAO  
Bring Domestic Violence to a Halt  
'Bus Driver'

# Community partners

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## Boston



## Lawrence



## Worcester



# PLANET MassCONNECT

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- Study funded by the National Cancer Institute (PI: Viswanath)
  - Tests model for supporting capacity-building in communities around evidence-based programs
  - Community-based participatory research
- Participants receive
  - Training (iCHPP)
  - Planning / implementation grant opportunities
  - Toolkit and technical assistance
  - Opportunities to connect with like-minded peers
- What we ask
  - Engagement (in class and in the network)
  - Participation in research efforts, including surveys

# Evidence-based programs (EBPs)

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- A health promotion or health communication program
  - Found to be effective
  - Implemented with a specific group
  - Tested and evaluated
- Potential advantages
  - Save resources, don't reinvent the wheel
  - Strengthen applications
  - Increase impact
  - Use latest knowledge and tools

# Example: Text4Baby

[Home](#)[About](#)[Partners](#)[News](#)[Contact](#)

She's One Smart Mom, She's Got **text4baby**

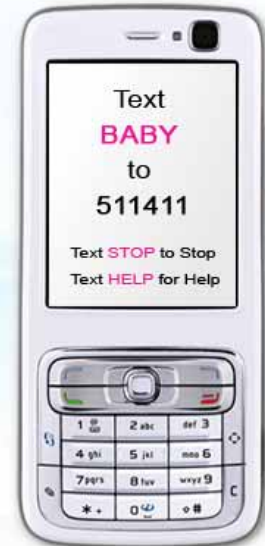


Text **BABY** to 511411

Envia **BEBE** al 511411 para Español

Get **FREE** messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition.

[Click 2 Register](#)[How it Works](#)[FAQs](#)

Questions or interested in becoming a partner? [Click here](#)

## Top Stories



**Mothers-to-Be Are Getting the Message**  
We're used to hearing about public initiatives that get mired in politics or entangled in bureaucracy, but we rarely hear about programs that exceed expectations.  
[more >>](#)

**Sharing Innovations in Health:**  
A Partnership on Mobile Technologies to Promote Health Mothers and Babies in Russia.  
[more >>](#)

**Health Net Partners:**  
An Unprecedented Public-Private Partnership Addressing Rising U.S. Infant Mortality Rate  
[More >>](#)

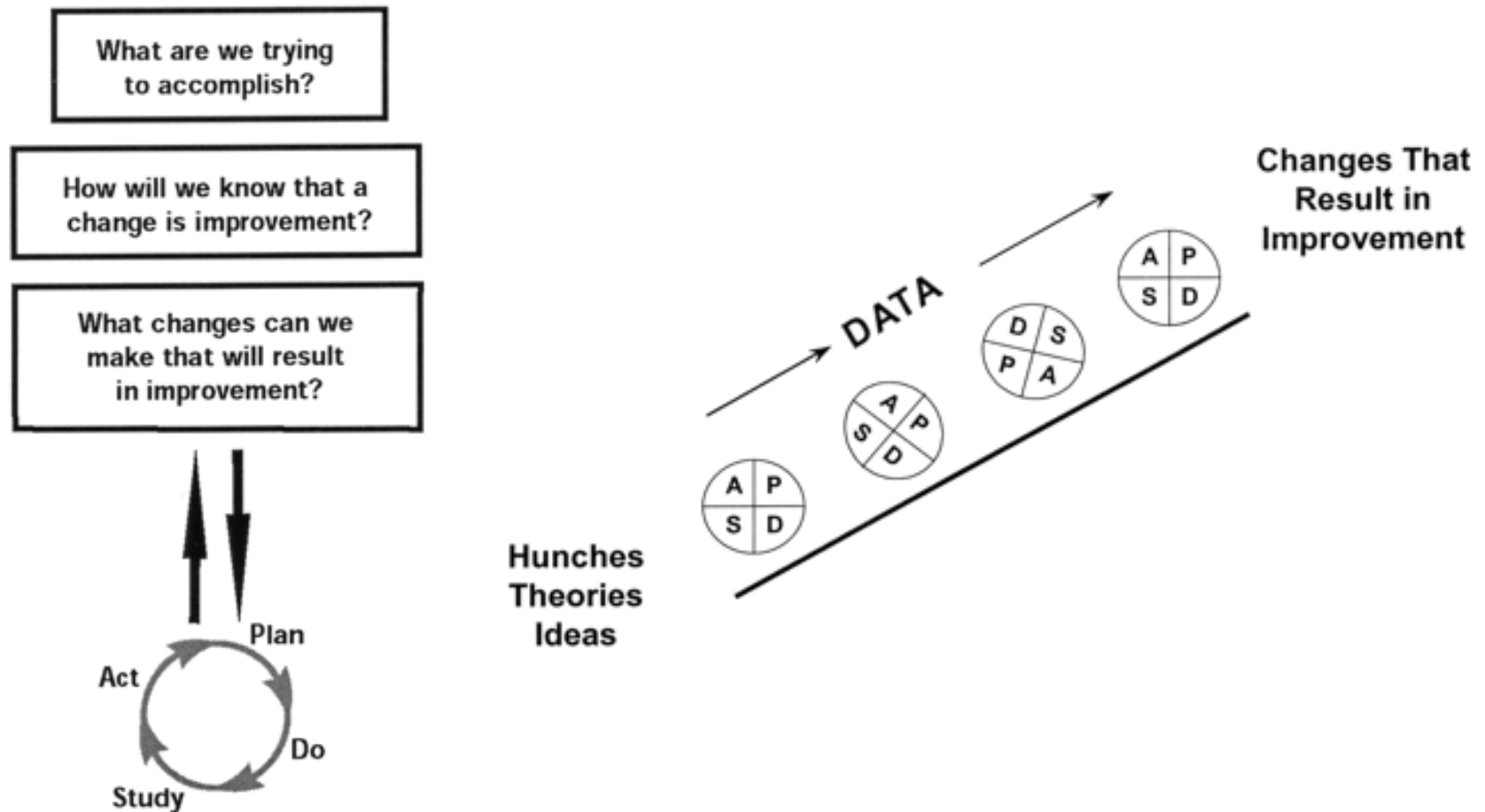


# Important goals, limited resources

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# IHI model for improvement



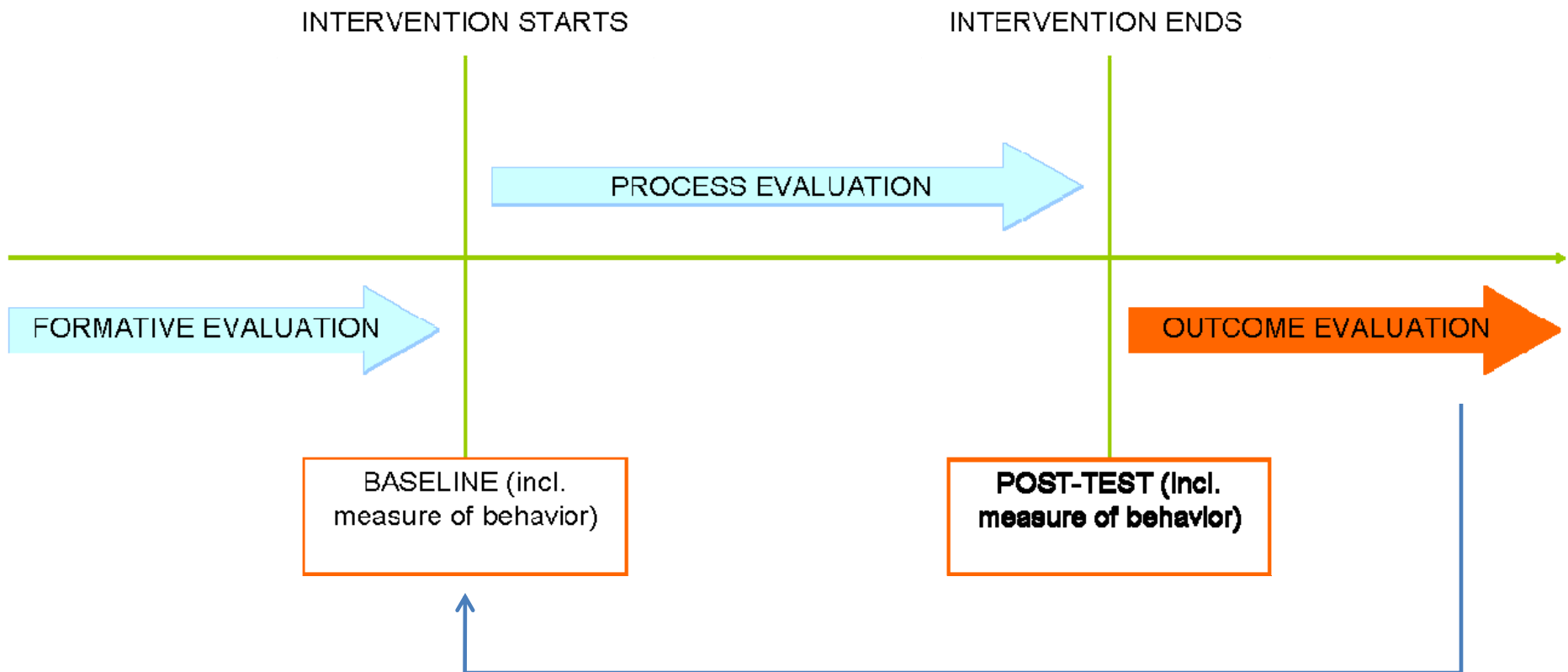


# Thinking about evidence

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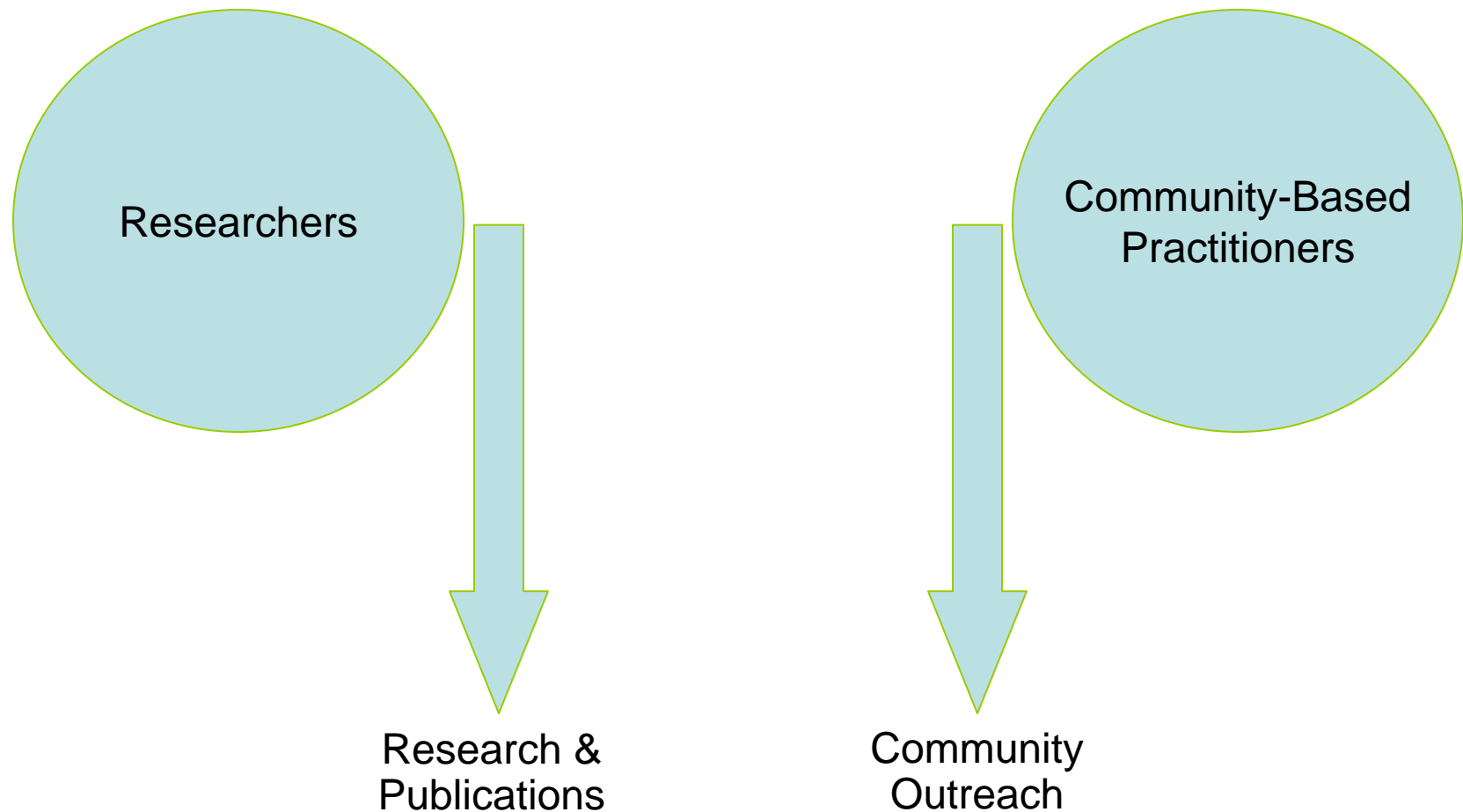


# Evidence across the lifecycle of a program

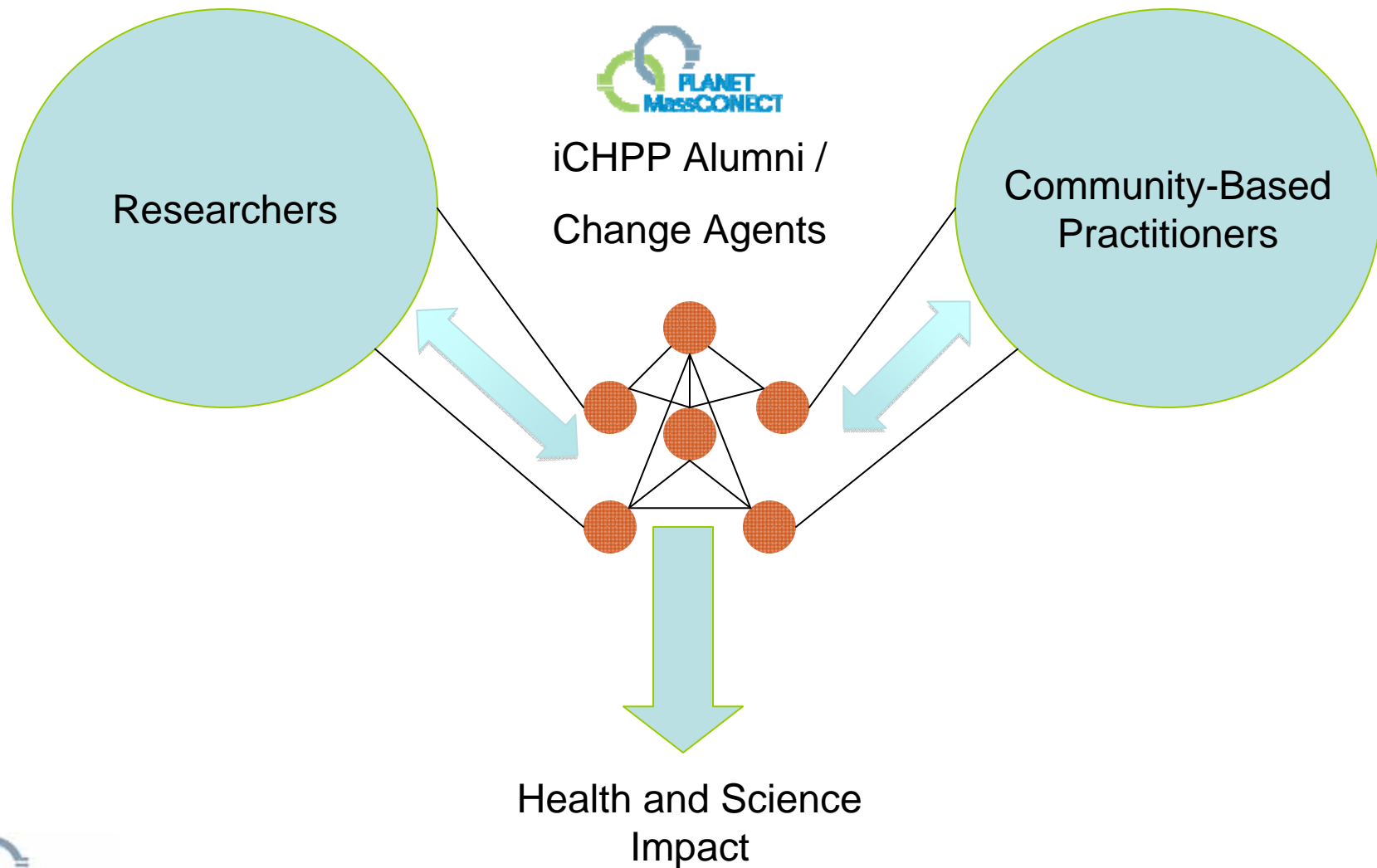


# *The current way of work: Working in parallel to build healthy communities*

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# *A new way of work: Leveraging expertise as change agents*



# A stepped approach



# www.planetmassconnect.org


The screenshot displays the PLANET MassCONNECT web portal. At the top, the logo features a stylized green and blue circular icon with the text "PLANET MassCONNECT" and the tagline "Building healthy communities through evidence-based programs". A navigation bar includes links for Search, About Us, Glossary, Resources, Help, Contact Us, and Training. Below this, a secondary menu highlights Home, Data, Partners, Approaches, Programs, Evaluation, and Discuss!.

The main content area is titled "Home" and contains a welcome message: "Welcome to the PLANET MassCONNECT web portal! If you are ready to deliver quality, health-related programs in your community, you've come to the right place. This portal will give you a clear process for building great, evidence-based public health programs." Two buttons are provided: "How do I use this site?" and "Tell me more about Evidence-based Programs."

A section titled "Through this portal, you'll find links to:" lists four steps:

- STEP 1 Review Data**: Use local and national data to study groups in your community and what kinds of help they need.
- STEP 2 Find Partners**: Find organizations with goals that connect to yours.
- STEP 3 Explore Approaches**: Learn about strategies that have worked in communities like yours.
- STEP 4 Choose and Customize Programs**: Select and customize evidence-based programs.

On the right side, there is a "Learn about Evidence-based Programs" button and a "How do I..." section with links to learn more about public health theory, find the definition of a term on this site, and use the PLANET MassCONNECT Search tool. A logo for "P.L.A.N.E.T. Plan, Link, Act, Network with Evidence-based Tools" is also present.



# Step 1



# Step 1 overview:

## Review data to assess needs

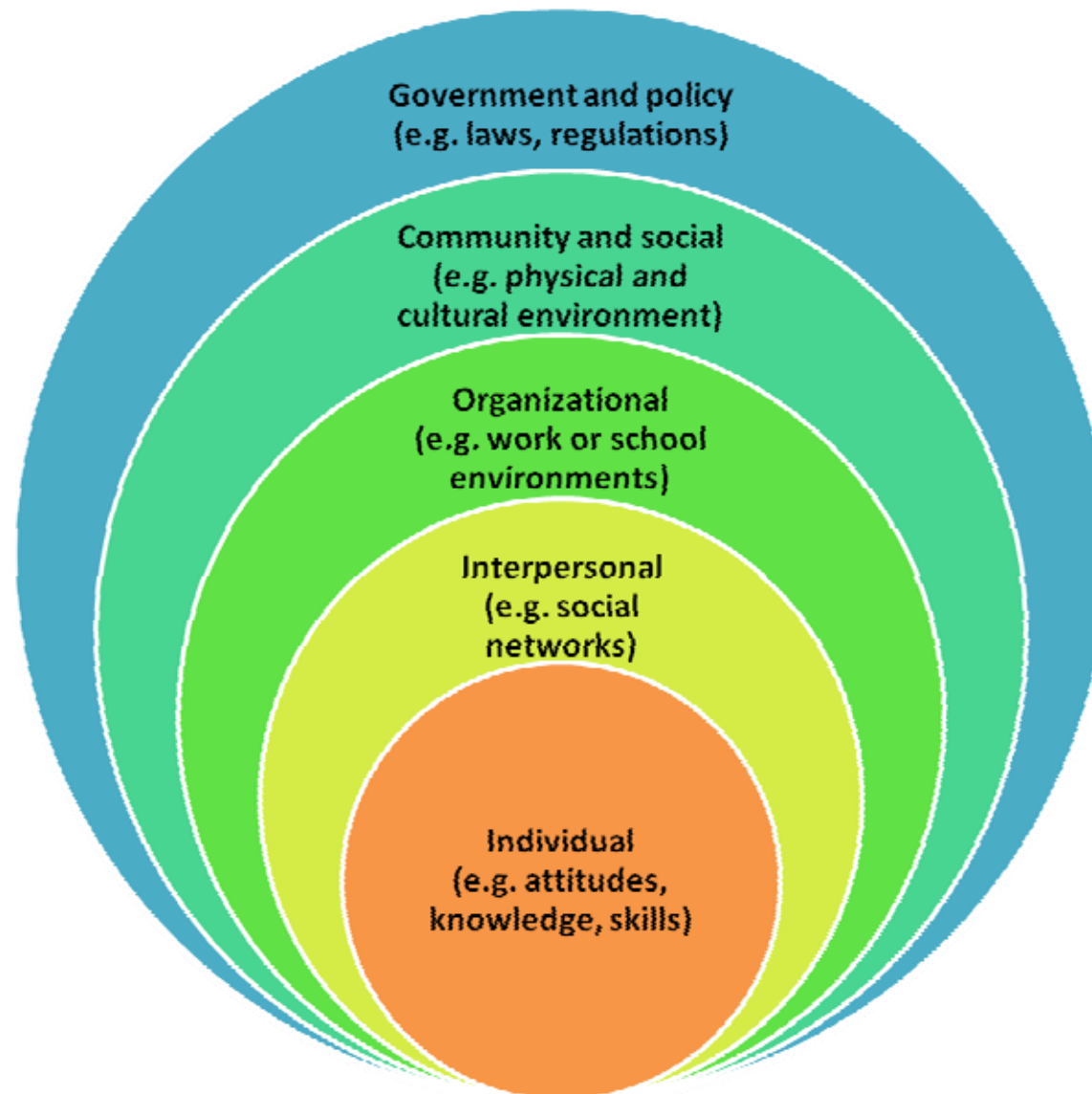
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- Identify community needs and assets
- Understand the drivers of health problems
- Make the case internally and externally



# Social ecological model: Multi-level drivers



# Qualitative vs. quantitative data



Qualitative	Quantitative
Focus groups, In-depth interviews	Surveys, Experiments
Open ended or semi-structured response options (often text-based)	Fixed response options
More exploratory	Less exploratory
Goal is “saturation”	Goal is “generalizability”

# Mixed-methods

**Do you plan programs for health?**  
*Share your opinions with us!*

The Boston Alliance for Community Health, along with researchers from the Dana-Farber Cancer Institute and the Harvard School of Public Health, is taking part in a study to see what barriers community organizations face when planning health programs, and what works. We want to hear from you!


- Participants will take part in a 2-hour focus group discussion
- 8-10 participants will be recruited
- Participants will be paid \$35 for their time
- Light refreshments will be served

WHEN: Friday, September 5  
10 – 12 PM

WHERE: Dana-Farber Cancer Institute ECHO Lab  
375 Longwood Avenue, 6<sup>th</sup> floor

Qualitative



 **DANA-FARBER**  
CANCER INSTITUTE  
Center for Population Sciences

 **PLANET MassCONNECT**

Today's Date: \_\_\_\_

**PLANET MassCONNECT Survey**

Thank you for taking part in this study.  
This survey is designed in two parts.

Quantitative

- Shows broad patterns
- Provides nuance
- Accounts for complexity of the “real-world”
- Allows for assessment of unintended effects

# Primary vs. secondary data

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## Primary data

- Local data collected for current project
- More staff time and resources required

## Secondary data

- Data collected for another project (by you or others)
- Less resource-intensive

# “Backwards” data collection

How will findings impact practice? What information is needed?



What secondary data can help us?



What primary data are required?



Collect and analyze data; write report and make recommendations



# *Example: Network for a Healthy California*

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Goal: prepare for a physical activity intervention in a low-income, Spanish-speaking community

1. Literature review
2. Review of past initiatives
3. Interviews with community-based organizations
4. Interviews with potential partners
5. Focus groups with low-income mothers
6. Environmental / resource scan



<http://www.cdph.ca.gov/programs/cpns/Documents/Network-PAI-FormativeResearchSumReport.pdf>

# Case study topic: Childhood obesity



<http://www.letsmove.gov>

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# Case study



# Discussion

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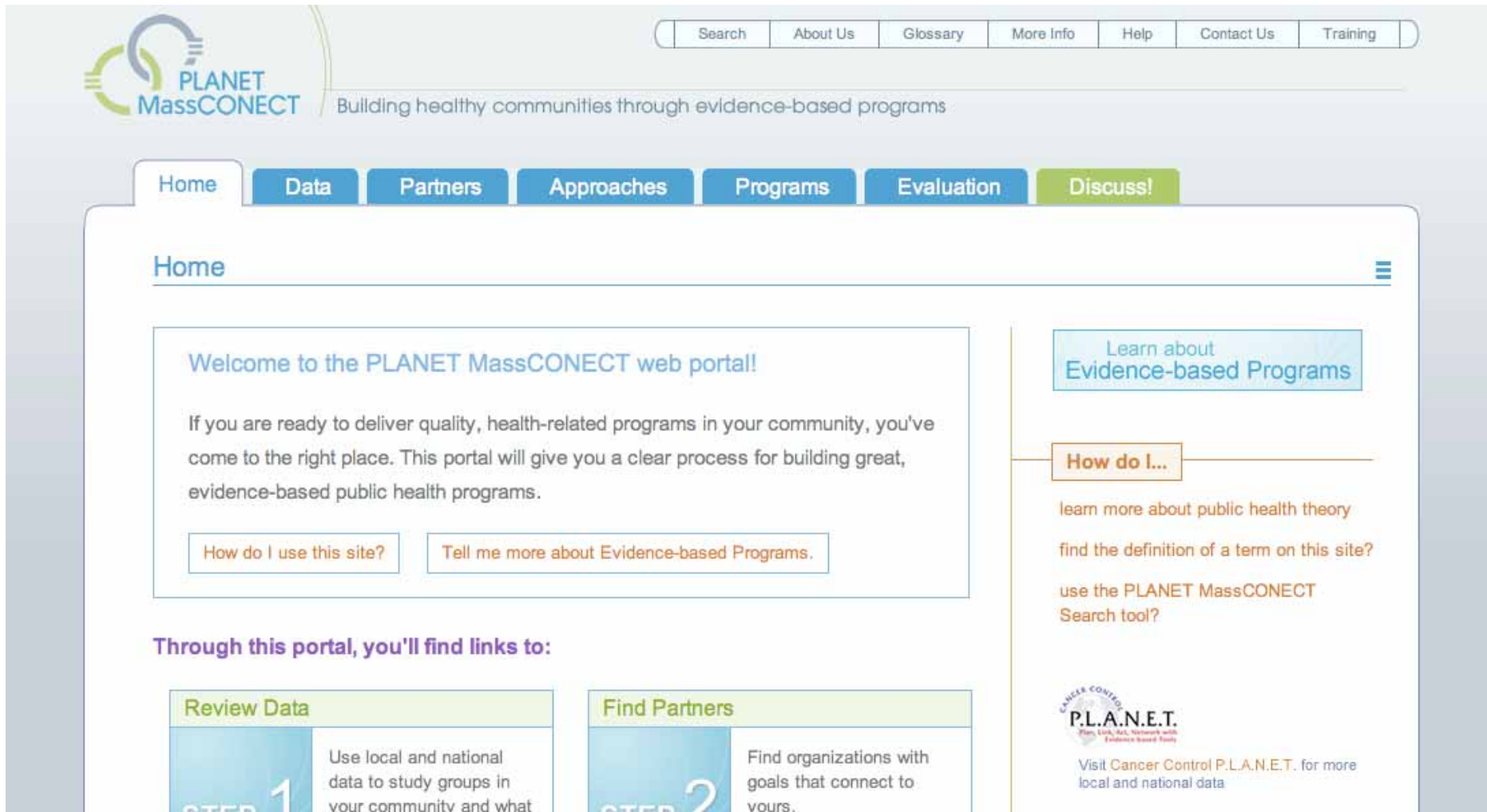
- What kind of data will she need to find to make her case convincing?

# Kira's Data

# Kira's Data

# Kira's Data

≡ [www.planetmassconnect.org](http://www.planetmassconnect.org)



The screenshot shows the PLANET MassCONNECT web portal. At the top, there is a navigation bar with links: Search, About Us, Glossary, More Info, Help, Contact Us, and Training. The PLANET MassCONNECT logo is on the left, with the tagline "Building healthy communities through evidence-based programs". Below the navigation bar is a main menu with tabs: Home, Data, Partners, Approaches, Programs, Evaluation, and Discuss! (highlighted in green). The main content area is titled "Home" and contains a welcome message: "Welcome to the PLANET MassCONNECT web portal! If you are ready to deliver quality, health-related programs in your community, you've come to the right place. This portal will give you a clear process for building great, evidence-based public health programs." Below this are two buttons: "How do I use this site?" and "Tell me more about Evidence-based Programs." To the right, there is a section titled "Learn about Evidence-based Programs" and a "How do I..." section with links: "learn more about public health theory", "find the definition of a term on this site?", and "use the PLANET MassCONNECT Search tool?". At the bottom, there are two main sections: "Review Data" (labeled "STEP 1") and "Find Partners" (labeled "STEP 2"). The "Review Data" section says "Use local and national data to study groups in your community and what". The "Find Partners" section says "Find organizations with goals that connect to yours." In the bottom right corner, there is a logo for "Cancer Control P.L.A.N.E.T." with the tagline "Plan, Link, Act, Network with Evidence-based Tools" and a link to "Visit Cancer Control P.L.A.N.E.T. for more local and national data".

PLANET MassCONNECT Building healthy communities through evidence-based programs

Search About Us Glossary More Info Help Contact Us Training

Home Data Partners Approaches Programs Evaluation Discuss!

Home

Welcome to the PLANET MassCONNECT web portal!

If you are ready to deliver quality, health-related programs in your community, you've come to the right place. This portal will give you a clear process for building great, evidence-based public health programs.

How do I use this site? Tell me more about Evidence-based Programs.

Through this portal, you'll find links to:

Review Data

STEP 1 Use local and national data to study groups in your community and what

Find Partners

STEP 2 Find organizations with goals that connect to yours.

Learn about Evidence-based Programs

How do I...

learn more about public health theory

find the definition of a term on this site?

use the PLANET MassCONNECT Search tool?

Cancer Control P.L.A.N.E.T. Plan, Link, Act, Network with Evidence-based Tools

Visit Cancer Control P.L.A.N.E.T. for more local and national data

# Group exercise

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What sources would you look at to find obesity data on [www.planetmassconnect.org](http://www.planetmassconnect.org)?

- Local
- State
- National

# Step 2



# Step 2 overview: Finding partners

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- Think about partnerships strategically
- Go beyond the “usual suspects”



# Social ecological model: Multi-level drivers



Adapted from: McLeroy, K.R., et al., *An Ecological Perspective on Health Promotion Programs*. Health Education Quarterly, 1988. **15**(4): p. 351-377.

# Partnerships

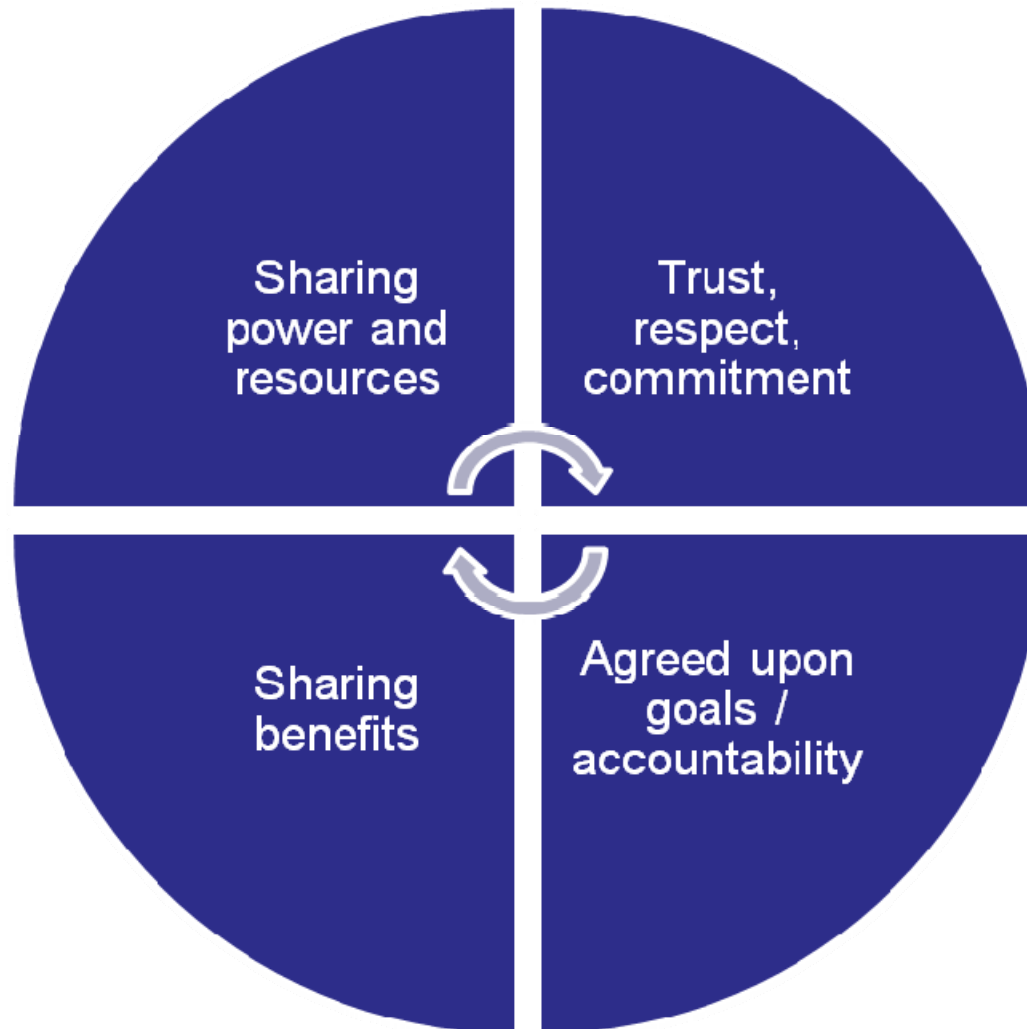
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- Local voices (Boston, Lawrence, Worcester):
  - 91% use partnerships to plan/conduct programs
  - Partners share
    - resources (95%)
    - knowledge (91%)
    - costs (58%)



# Solid foundations for new partnerships



# Example: Public-Private Partnerships & Text4Baby



text4baby™

Home

About

Partners

News

Contact

## Partnership Opportunities

If you are interested in becoming a partner and promoting text4baby in your community, we encourage you to learn more by visiting our [Partner Portal](#) and our [Partner FAQ](#) page. You can email [partners@text4baby.org](mailto:partners@text4baby.org) if you'd like to sign up!

## Partners

Text4baby is made possible through a broad, public-private partnership that includes government agencies, corporations, academic institutions, professional associations and non-profit organizations.

Founding Partners:	Founding Sponsor:	U.S. Government Partners:	Implementing Partners:	Telecom Partners:
   	  Premier Sponsors:   	White House Office of Science and Technology Policy  U.S. Department of Health and Human Services  U.S. Department of Defense Military Health System  Consumer Product Safety Commission  Media Partner: 	    	Alltel Assurance Wireless AT&T Bluegrass Cellular Boost Mobile Cellular South Cellcom Centennial Cellular Cincinnati Bell Cricket Metro PCS N-Telos Nex-Tech Wireless Sprint Nextel T-Mobile U.S. Cellular Verizon Wireless Virgin Mobile USA

## Outreach Partners

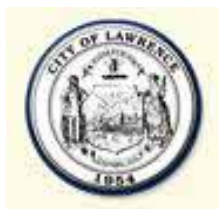
Federally Qualified Health Centers	State Government Agencies:	Health Plans:
Access Community Health Centers (Madison, WI) Alliance of Chicago Community Health Services (Chicago, IL) Luis Rodriguez Community Health Center	<p><i>Note: Asterisk (*) signifies that organization is the state lead agency for text4baby.</i></p> Alabama Department of Public Health* Arizona Department of Health Services	<p><i>Note: State designations reflect where service is provided. "National" denotes service in 5 or more states.</i></p> Astra (National)

# Example: Benefits of MassCONNECT partnership



Connections led to more

- community events
- access to resources
- grants and publications



# Thinking about partnerships strategically

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- Partnerships = benefits + investment
- How can we do more with what we already have?
  - What resources do our partners have?
  - Should we leverage existing relationships?
  - Should we tap into new partnerships?

# Assessing and Maximizing Partnerships (AMP) Tool

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- Determine what partnerships may be particularly helpful
- Four-step process to build an action plan to address gaps and strengthen important partnerships
  - Define goal / objective
  - Create a partnership snapshot
  - Analyze the partnership snapshot
  - Develop an action plan to address gaps and strengthen important partnerships
- Tool available on [training](#) page

# Example worksheet



## Partnership Benefits



Partner Organization	Share funding, materials, space, staff, etc.	Share access to people you want to reach	Share info. re: programs or services	Share info re: funding	Collaborate for funding	Help promote events	Provide connections to other organizations	Other Benefit: Program Evaluation	Other Benefit: Nutrition Classes / Education	Type of Organization
Family Shelter, Inc.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	★	★	★		<input checked="" type="checkbox"/>		Homeless Services Focused
State Department of Children		<input checked="" type="checkbox"/>	★		<input checked="" type="checkbox"/>	★				Family Services Focused
City Community Health Center	★	<input checked="" type="checkbox"/>			★	★			★	Health Care Focused
Metropolitan Food Bank										Nutrition Focused
Local University Department of Nutrition								★	★	Nutrition Focused

Key:

★ Potential benefit of partnership

☒ Current benefit of partnership



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# Case Study

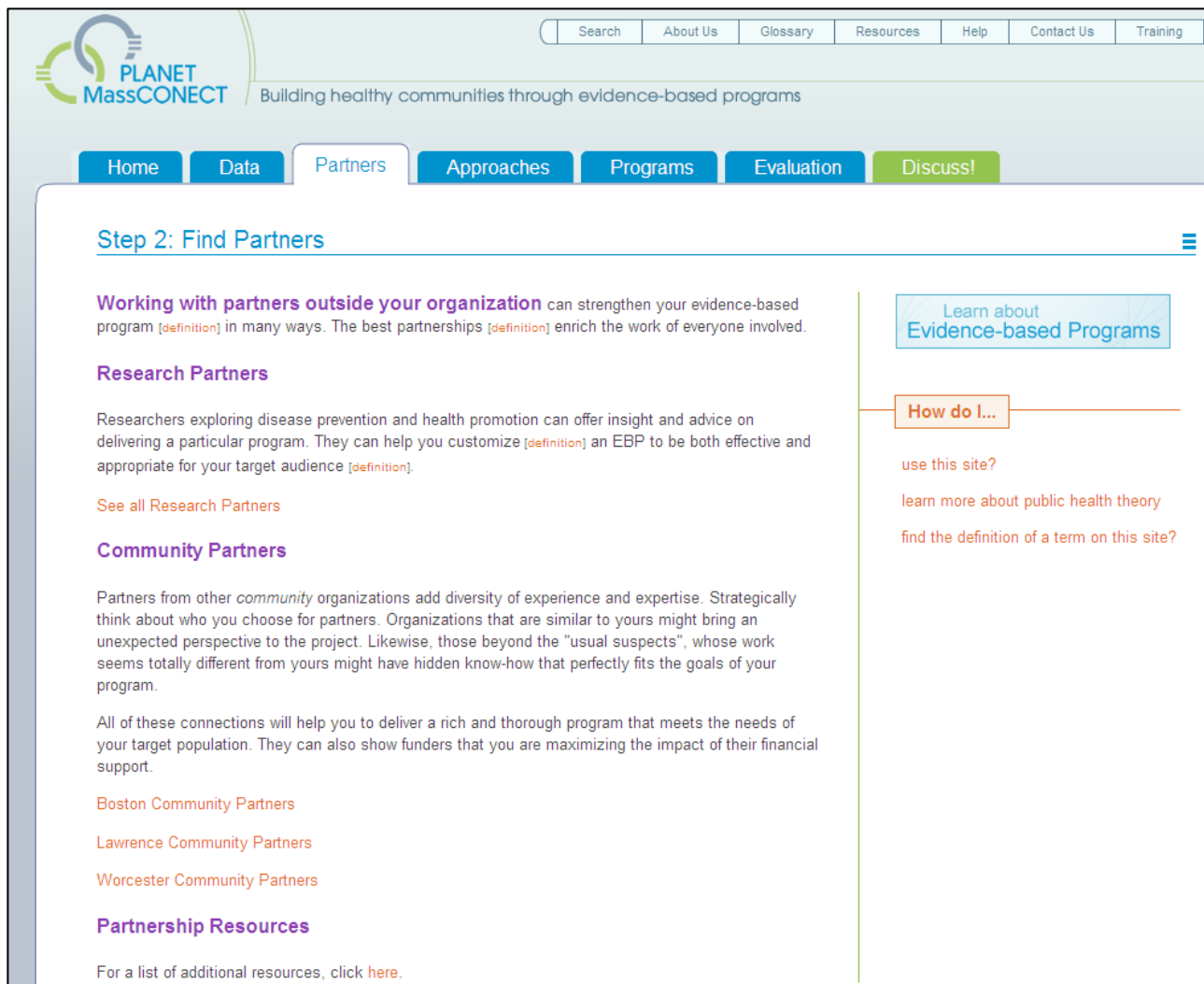
# Discussion

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- What partners should she bring to the table and why?

# Kira's Partners

# Partners on planetmassconnect.org



The screenshot shows the Planet MassCONNECT website interface. At the top, there is a navigation bar with links: Search, About Us, Glossary, Resources, Help, Contact Us, and Training. Below this is the Planet MassCONNECT logo and the tagline "Building healthy communities through evidence-based programs". A secondary navigation bar contains buttons for Home, Data, Partners (which is highlighted), Approaches, Programs, Evaluation, and Discuss!.

The main content area is titled "Step 2: Find Partners". It features a paragraph about working with partners outside your organization, followed by sections for Research Partners and Community Partners. The Research Partners section describes how researchers can help customize an EBP. The Community Partners section discusses the value of partners from other community organizations. A sidebar on the right contains a button "Learn about Evidence-based Programs" and a section titled "How do I..." with links for "use this site?", "learn more about public health theory", and "find the definition of a term on this site?".

**Step 2: Find Partners**

**Working with partners outside your organization** can strengthen your evidence-based program [definition] in many ways. The best partnerships [definition] enrich the work of everyone involved.

**Research Partners**

Researchers exploring disease prevention and health promotion can offer insight and advice on delivering a particular program. They can help you customize [definition] an EBP to be both effective and appropriate for your target audience [definition].

[See all Research Partners](#)

**Community Partners**

Partners from other *community* organizations add diversity of experience and expertise. Strategically think about who you choose for partners. Organizations that are similar to yours might bring an unexpected perspective to the project. Likewise, those beyond the "usual suspects", whose work seems totally different from yours might have hidden know-how that perfectly fits the goals of your program.

All of these connections will help you to deliver a rich and thorough program that meets the needs of your target population. They can also show funders that you are maximizing the impact of their financial support.

[Boston Community Partners](#)

[Lawrence Community Partners](#)

[Worcester Community Partners](#)

**Partnership Resources**

For a list of additional resources, click [here](#).

[Learn about Evidence-based Programs](#)

**How do I...**

- [use this site?](#)
- [learn more about public health theory](#)
- [find the definition of a term on this site?](#)

# Step 3



# Step 3 overview: Exploring approaches

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- Look at a body of evidence to further inform program selection
- Make the most of existing resources, such as the Community Guide

# What is an approach?

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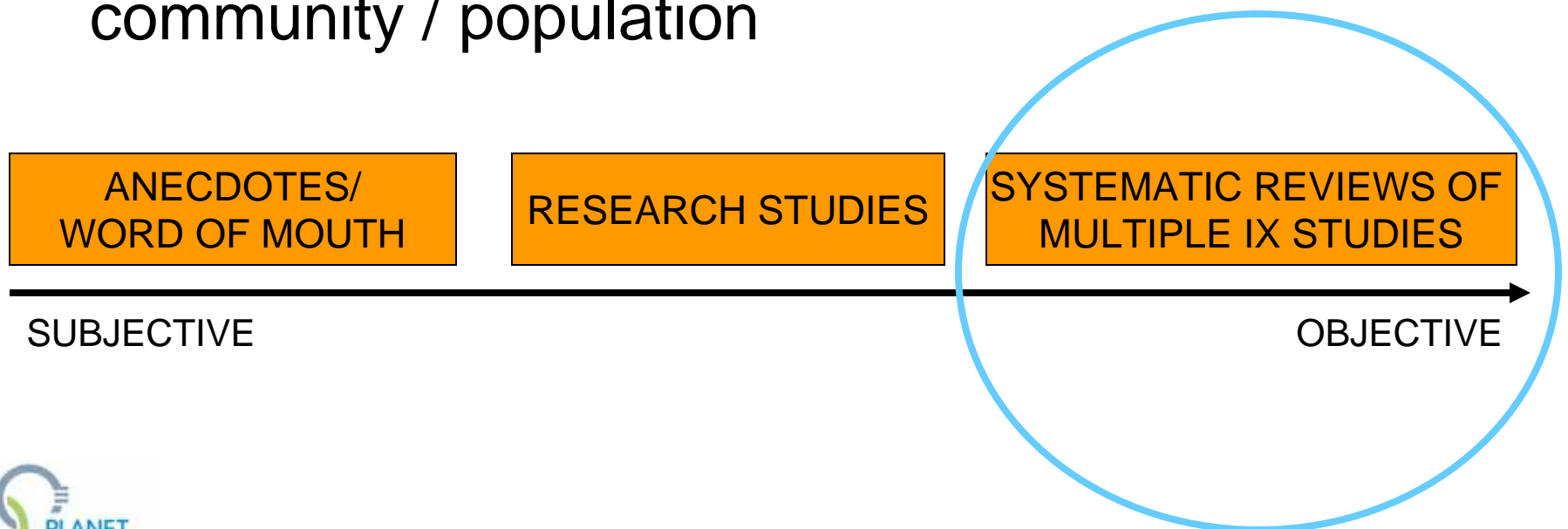


- A strategy that will help you tackle your health problem of interest
- The “**How**” of programming choices
- *Example: Diabetes*
  - Healthcare system-level interventions
  - Self-management education

# Exploring approaches

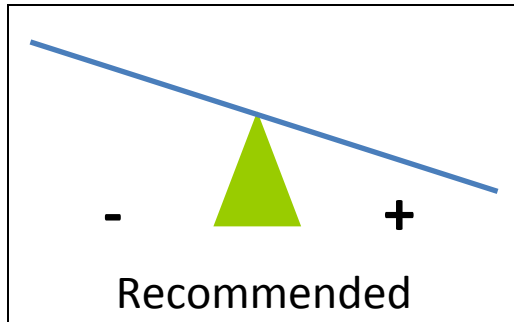


- CDC Community Guide  
(<http://www.thecommunityguide.org>)
  - Types of interventions proven effective
  - Interventions that may be right for your community / population

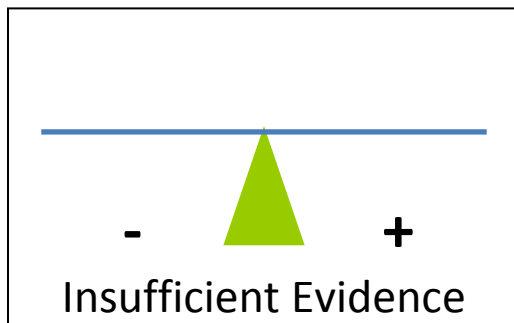




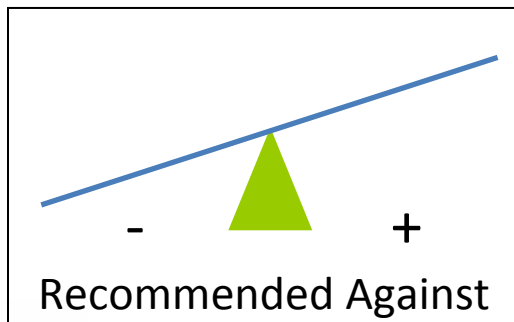
# Findings and recommendations



Strong or sufficient evidence that this type of intervention is effective

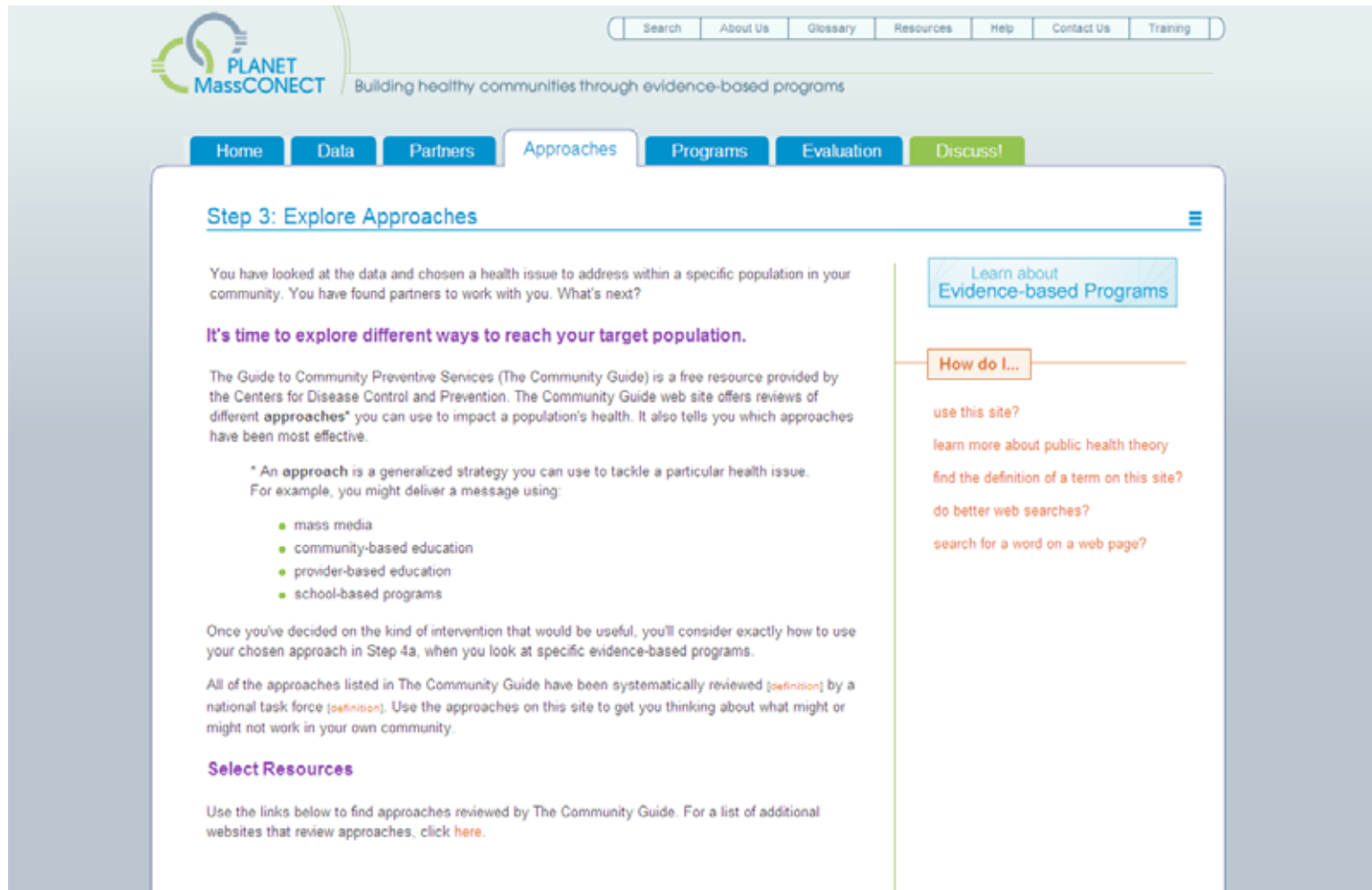


There is not enough information to determine if this type of intervention is, or is not, effective.



Strong or sufficient evidence that this type of intervention is harmful or not effective

# Demonstration: Using the Community Guide



The screenshot displays the PLANET MassCONNECT website interface. At the top, the logo and tagline 'Building healthy communities through evidence-based programs' are visible. A navigation bar includes links for Search, About Us, Glossary, Resources, Help, Contact Us, and Training. Below this, a secondary navigation bar highlights 'Approaches' among other options like Home, Data, Partners, Programs, Evaluation, and Discuss!.

The main content area is titled 'Step 3: Explore Approaches'. It begins with a paragraph: 'You have looked at the data and chosen a health issue to address within a specific population in your community. You have found partners to work with you. What's next?'. This is followed by a purple heading: 'It's time to explore different ways to reach your target population.'.

The text explains that 'The Guide to Community Preventive Services (The Community Guide) is a free resource provided by the Centers for Disease Control and Prevention. The Community Guide web site offers reviews of different **approaches**\* you can use to impact a population's health. It also tells you which approaches have been most effective.'

A footnote states: '\* An **approach** is a generalized strategy you can use to tackle a particular health issue. For example, you might deliver a message using:'.

- mass media
- community-based education
- provider-based education
- school-based programs

Further text reads: 'Once you've decided on the kind of intervention that would be useful, you'll consider exactly how to use your chosen approach in Step 4a, when you look at specific evidence-based programs.'

Another paragraph states: 'All of the approaches listed in The Community Guide have been systematically reviewed [definition] by a national task force [definition]. Use the approaches on this site to get you thinking about what might or might not work in your own community.'

A purple heading 'Select Resources' is followed by the text: 'Use the links below to find approaches reviewed by The Community Guide. For a list of additional websites that review approaches, click [here](#).'

On the right side of the page, there is a sidebar with two sections. The top section, 'Learn about Evidence-based Programs', contains a link to 'How do I...'. The bottom section, 'How do I...', lists several questions: 'use this site?', 'learn more about public health theory', 'find the definition of a term on this site?', 'do better web searches?', and 'search for a word on a web page?'.

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# Case study

## Discussion / Exercise

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- Given her resources what approaches should she explore in the Community Guide?

# Kira's Findings

# Kira's Choice

# Thank you!

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Please remember to complete the homework for the next session.